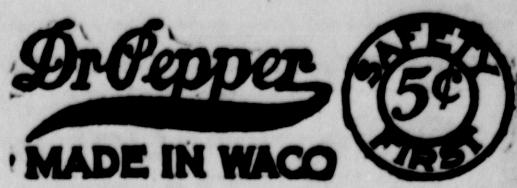




# Waco Morning News



Complete Service of the Associated Press.

## GERMANY'S REGRETS ARE NOT SUFFICIENT DECLARE OFFICIALS

RECEIPT OF MEMORANDUM ON SINKING OF SHIP NEBRASKAN. PLEASING TO WASHINGTON. ANOTHER NOTE TO BE DISPATCHED ON MATTER.

## ADmits SUBMARINE ATTACK

Indicates Berlin Was Able to Learn Officially That Mine Was Not the Cause of Explosion—Imperial Government Claims Was Within Its Rights.

Washington, July 16.—Although officials were pleased today by receipt of a memorandum from Ambassador Gerard formally transmitting Germany's admission of liability and expression of regret for the attack by a German submarine on the American steamer Nebraskan, they practically decided that the legal points raised by the incident would require the dispatch of a note on the subject further to conserve American rights in the war zone.

Legal officers pointed out that in many respects the case resembled that of the William P. Frye, an American ship sunk by the Prinz Eitel Friedrich. In both cases the German government has expressed regret at the occurrence and offered to compensate American citizens for losses sustained, but the action of the German commanders has been declared justified under the circumstances. To admit this officials here would establish a dangerous precedent.

Germany in the Fry case contended that it was a fair inference from the language of the Prussian-American treaty of 1828 that an American ship carrying contraband could be destroyed if there was no other way to stop the transportation of the contraband. The United States vigorously objects to this construction of the treaty and in the case of the Nebraskan probably will place on record its own attack even though payment is assured and regrets expressed, nevertheless was an illegal act under international law and treaty relations between the United States and Germany.

Officials take the view that the case of the Nebraskan proves conclusively that a merchantman must be visited in order to determine its nationality and the character of its cargo being being attacked. Some high officials do not believe the United States will insist in that in exercising the right of visit on the Nebraskan, an act usually but required to board a merchantman but would hold that a ship could be "visited" by signalling a warning to stop and asking for the submission of papers to the submarine commander. This was done recently in the case of the American bark Normandy which was halted by a German submarine and allowed to proceed.

The Nebraskan memorandum was the subject of much comment in the press because it bears out conclusions reached by Lieut. John H. Towner, naval attache of the American embassy in London, who forwarded fragments of metal found in the Nebraskan when she arrived at Liverpool, to the navy department with his expression of opinion that the vessel was torpedoed and not mined. In the case of the Gulflight, too, the naval constructors at the American embassy at London were able to establish that the vessel was torpedoed.

The text of the memorandum follows:

Admits Nebraskan Torpedoed.

In the official memorandum transmitted today from Berlin by Ambassador Gerard, Germany admits that the American steamer Nebraskan was torpedoed by a submarine, expresses regret and readiness to make reparation to the United States that the attack "was not meant for the American flag, but is to be considered an unfortunate accident."

Secretary Lansing made public the German memorandum which closes the

CONTINUED ON PAGE TWO.

## SUMMARY OF WAR

The Germans are coming down from the north with their eyes still fixed on Warsaw, for the possession of which they have been reaching forward from every side since the beginning of the war. The occupation of Przasnysz, fifty miles from the Polish capital, was the first important step in the new advance. For this strongly fortified town the Germans have been contending since February. It was once before in their hands and has been the scene of many fierce engagements.

From positions on the Windau river in Courland, far up on the Baltic southward to Przasnysz the Germans and Russians are at grips at various points with Berlin claiming success everywhere. The Austrians and Germans have again come on the Dnieper river in Galicia, where a successful operation for the Austrians is recorded by Vienna.

The allies on the Gallipoli peninsula, says Gen. Sir Ian Hamilton, their commander, have taken after vicious fighting so strongly held Turkish lines defending the Dardanelles and maintained them. This series of engagements extended over the period from July 12 to 18 and the allied forces far forward and the Turks by the aid of bombs recaptured a section of the trenches.

A further attack by a brigade of the royal navy, supported by French troops, eventually drove the Turks out of this position, which was one of vital importance to the allies.

The Turkish war office, referring to an attack at Sedd el Bahr on the morning of July 13, reports the allies were repulsed with great losses and driven back to their original positions and that an allied attack near Avi Burnu also was repulsed.

In the western war theatre the op-

## Chancel of Church in France Photographed for Government



HAVOC CAUSED BY SHELLS IN FRENCH CHURCH  
PHOTO © BY AMERICAN PRESS ASSOCIATION

In the accompanying photograph are shown the ruins of the chancel of the church of St. Bertille, at Marœuil, France. This church was right in the line of fire between the forces of the Germans and allies, and shrapnel played havoc with its interior.

## All Evidence in the Becker Trial Regular Declares Chas. Perkins

New York, July 15.—Returning from Albany, where he had been in conference with Governor Whitman, District Attorney Charles A. Perkins made a statement concerning the alleged irregularities in obtaining the testimony of Max Hill, the negro witness at the second trial who identified Becker as being present at the Harlan conference. All the evidence, he said, was obtained in the customary and legal way.

Regarding the willingness of Assistant District Attorney Wm. A. DeFord to testify in a John Doe proceeding in behalf of Becker, the district attorney recalled that Mr. DeFord never participated in either the preparation or the trials of Becker.

District Attorney Perkins said that for several days rumors had been circulated that irregularities existed in the manner in which the evidence in the Becker case was obtained and that a faction in the district attorney's office believes that Becker was made the victim of Rose and Webber.

Mr. Perkins denied that there was any basis for these rumors and asserted that no member of the district attorney's staff has any knowledge of any irregularities in the way evidence in the Becker case was obtained.

## American Citizen Shot for Treason in Austrian Silesia

London, July 16, 4:01 a. m.—Franz Berka, laborer, who claimed American citizenship, was shot for high treason at Mährisch-Ostrau, in Austrian Silesia, June 14, according to the Daily Mirror, which says it got information from a copy of the official journal of the province of Silesia.

Berka, who was 46 years old, says the Daily Chronicle, was tried before the military court charged with using two traitorous expressions in an inn at Gross Heilendorf. The expressions were alleged to be calculated to disturb the peace of the neighborhood. The court sentenced the man to be hanged, but the sentence was changed to shooting and was carried out two hours after its pronouncement.

Records of the board show there has been placed in jeopardy by the floods three kindergartens, ninety-five primary schools, five high schools, one theological school and others of various natures, making 198 schools. These schools have about 5,000 pupils. Seven hospitals, among them one for insane, said to be the only one of its kind in China, also are in the district.

Among other organizations having missions and hospital property exposed to the flood is the foreign mission board of the Southern Baptist church.

## Another Letter From "Pearce" Received by New Orleans Paper

New Orleans, July 15.—Another "Pearce" letter was received here tonight by a morning newspaper, the writer declaring that it would be the last communication from him until "Captain Taylor's vessel and the Howth Head go down." It was also declared in the letter that the French liner steamer Rochambeau, from New York would be destroyed.

Local authorities tonight were unable to ascertain which ship was meant by "Captain Taylor's vessel," as the Baron Napier, which heretofore has figured in "Pearce" letters, is commanded by Captain Goudy.

Hans Hall, confessed bomb-maker, who was arrested Sunday night after the receipt of the first "Pearce" letter, was released from custody tonight and ordered by the authorities to leave the city within forty hours.

Child's Neck Broken at West. West, Texas, July 15.—Francis, the little child of Mr. and Mrs. John Holley, who live a few miles east of town, met death yesterday by a heavy window falling on her neck and dislocating it as she was climbing through the window. Death was instantaneous. The little one was buried at Penelope.

posing sides seem to be playing a waiting game. For the moment, according to the latest advices, hard fighting in the Argonne region has slackened and except for a battle with bombs between the Germans and the French near Marie Therese and the repulse of German attacks on the Haute Chevauchée and Bourboules, artillery actions alone have been gained.

Germany has admitted responsibility and expressed regret for the attack by German submarine on the Norwegian American steamer, but it is understood the Washington officials have declined a note will be dispatched to Berlin bearing on this subject and in general the conservation of American rights.

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WACO, TEXAS, FRIDAY, JULY 16, 1915.

VOLUME 4, NUMBER 364

## GERMANS ATTEMPT TO TAKE WARSAW BY ATTACK FROM NORTH

ABANDON FOR MOMENT THEIR EFFORTS TO OUTFLANK POLISH CAPITAL FROM THE SOUTH. GEN. VON HINDENBERG SAYS WILL ASTONISH THE WORLD.

## ALREADY OCCUPY PRZASNYZ

FORTIFIED TOWN FIFTY MILES NORTH OF CAPITAL IN THEIR HANDS—MOVE TAKES MILITARY CRITICS COMPLETELY BY SURPRISE—PREVENT CONCENTRATING OF RUSSIANS.

London, July 15.—Abandoning for the moment their attempt to outflank Warsaw from the south, the Germans probably under Field Marshal von Hindenberg who is reported to have said a few days ago that he would shortly astonish the world, have renewed their attack on the Polish capital from the north.

They have not only captured a large number of prisoners south of Kolno, according to the report issued by Berlin today, but have occupied Przasnysz, a fortified town fifty miles north of Warsaw, which was taken by Von Hindenburg in his great drive from East Prussia last winter, but was retaken by the Russians in their counter offensive.

This claim is partly confirmed by the Russian official report issued yesterday, which stated that the Russians in the face of strong German forces withdrew to their second line of entrenchments.

This move on the part of the Germans has taken the military critics completely by surprise. It was generally supposed that General von Mackensen would, after being strengthened, continue his attempt to reach the Lublin-Colin railroad, thus forcing the evacuation of Warsaw. But as in all their operations, the Germans have done the unexpected. The news often comes from the Baltic around the East Prussian border to the Vistula, west of Warsaw, for all the Russian troops in this section must be kept busy to prevent them from concentrating at the point where the Germans hope to break through.

This is the second time Field Marshal von Hindenburg has tried this. His last effort, while it freed East Prussia of the Russians, cost the Germans an immense number of men and very nearly involved them in disaster, due to the muddy condition of the ground. Now, however, there are only bad roads or lack of roads to contend with, but it is possible the Germans have built railroads to their northern front, as they have done in Central Poland.

In France the Argonne continues to be the scene of the hardest fighting, but of the operations here, as elsewhere in the west, the official accounts are as contradictory as ever. At any rate, no movement has been unbroken and no change has occurred in the line that could be recognized on any ordinary map.

H. L. McKnight delivered the first address on the subject, "Marketing." Following the address the subject was discussed informally by the delegates.

General Sir Ian Hamilton of the success which for some days the allies were reported to have achieved on the Gallipoli peninsula. According to this report two lines of Turkish trenches were captured, together with 400 prisoners. The Turks, on the other hand, claim to have repulsed the allies' attacks.

As anticipated, progress against the Turks is very slow owing to the natural and strongly fortified positions they hold. But British military authorities express satisfaction with the gain of an occasional line of trenches, relying on breaking the morale of the Turks and on the exhaustion of their supply of ammunition. German's eagerness to have Romania allow the passage of ammunition through that country to Turkey is taken to mean that the supply is running short.

## Captains of State Militia Must Let the Men Make Bond

Dallas, July 15.—That captains of the state militia or Texas National Guard have no right to order members of the company sent to jail without allowing the men an opportunity to make bond was the ruling of Criminal District Judge R. B. Seay today. This action was taken in the cases of L. L. Tichenor and Roy B. Downing, members of the local company. They were sent to jail for disobedience. It is alleged that they refused to make the practice hike to Fort Sill, Okla. They made a bond of \$100 and were released.

Temple Woman Accidentally Killed. Temple, July 15.—While cutting flowers in a garden with open scissars, she fell this morning. Miss Edith Talley, aged 22, tripped and fell, the scissars piercing her heart and causing death.

The cry from a baby in the house caused Mrs. Talley to run towards the porch. As she ran she fell over a lawn mower, the scissars held in her right hand striking her through the heart. Mrs. Talley's father is Felix Grundy, a well known Santa Fe employee at Galveston.

## File Petition for Injunction Against Jitney Ordinance

Dallas, July 15.—Jitney men in Dallas this afternoon filed the second petition for injunction in the Forty-fourth district court. The petition asks that the city be restrained from enforcing a proposed jitney ordinance until a jury has determined whether or not the license fee of \$75 is too high. Judge Muse will hand down an opinion in the case Friday morning.

When the attorney filed the petition, Judge E. B. Muse asked for a copy of Judge Rasbury's opinion in the other jitney case where the injunction was refused. The case filed today was styled E. B. Burns et al. vs. The City of Dallas et al.

The ordinance will take effect Monday, July 19, unless jitney men are upheld by Judge Muse.

## FALLS COUNTY GOES WET; BIG MAJORITY

ANTIS WIN BY 431 VOTES, WITH BUT ONE BOX, WOODLAND, TO BE HEARD FROM.

Rosebud, Lott and Durango Go Pro. Already Dry—Marlin Wet by 227 Votes.

Marlin, July 15.—Falls county went in today's election by a majority of 431 votes with but one small box to be heard from, Woodland. This box will not change the final result. Marlin's anti majority was 227; Rosebud, pro majority 45; Lott, pro majority 166; Durango, pro majority 82. These towns are already dry except Marlin.

From the very minute the polls opened this morning there was a tense quiet fight for negro votes by the antis and the determined effort of the pros through their representatives at the polls to exclude every voter that had not absolutely qualified. The letter of the election law was observed throughout the day in Marlin and throughout the boxes of the county.

The antis' only hope to win the election was through the successful handling of the negro vote and the hope of the pros was to see that as many of them as possible were excluded, in order that the usual white majority in this county for prohibition would not be overcome by the negro antis.

Official word came today that Turkey would follow Germany and Austria in making representations on the subject. A special note from the Ottoman government which contended that extensive shipments of war supplies from this country to the allies were "not in consonance with the definition of neutrality."

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# Home Grown WATER-MELONS

We are now receiving wagon loads of Country Watermelons and can supply your wants, both in price, size and quality, on and off ice.

Can deliver within a short time of receipt of order.

*Grocery Store*  
*George's Butcher Shop*

Caters to People Who Care.

## How to Rid the Skin of Objectionable Hairs

(Add to Beauty.)

A simplified method is here given for the quick removal of hairy or fuzzy growth and rarely is more than one treatment required: Mix a stiff paste with some powdered delatone and water, apply to hairy surface and after 2 or 3 minutes rub off, wash the skin and every hair has vanished. This simple treatment cannot cause injury, but care should be exercised to get real delatone.

## City Water Board Votes to Transfer Old Reservoir Site

At a special meeting of the city water commission last night a resolution was passed, voting to tender to the city for park purposes only, the old reservoir site on top of Colonial Hill. This is the tract that is needed for the formation of C. M. Sley park and the citizens who were interested in that matter will be pleased to hear of the water board's action.

An opinion was first received from City Attorney John Maxwell, which he held that the board could legally transfer the property. It was decided to meet with the city commission to-morrow and discuss final plans for taking up the proposal of W. W. Sley to lay out a park to be named in memory of his father.

Judge R. N. Lyle, who has been one of the prime movers for the new park, requests the committee from Colonial Hill and College Heights who attended the water commission Monday night to be present at the meeting of the city commission at the city hall this afternoon.

## Residence Destroyed by Fire at Granger

Granger, July 15.—Fire which started in the garage completely destroyed the home of W. W. McDaniel in South Granger, loss about \$7000, with no insurance. Two automobiles were also burned.

"Pompadour, Dubarry and other gay beauties no doubt set many styles."

"Well?"

"The old Mother Hubbard left a lasting impress on the fountain."—Louisville Courier-Journal.

**Don't bother with Dress Shields**  
Use Odo-ro-no and you won't need them. Just two applications a week will keep the armpits naturally dry and dainty, and your clothing free from stain and dampness. Dress Shields then become unnecessary.

ODO-RO-NO also keeps damp perspiring hands or feet comfortably and naturally dry and prevents all perspiration odor. Daily baths do not lessen the effect. Hands easily applied. Get your bottle of ODO-RO-NO today. See how quickly it makes dress shields unnecessary for you and does away with all perspiration troubles. 25¢—50¢ and \$1. Six times as much \$1 as for 25¢. At all drug and department stores, or by mail postpaid.

THE ODO-RO-NO CO., 1002 Blair Ave., Cincinnati, Ohio

**ODO-RO-NO**  
TRADE MARK REG. U.S. PAT. OFF.  
THE TOILET WATER FOR EXCESSIVE PERSPIRATION

Drink  
Bottled

**Coca-Cola**

NOTHING is so suggestive of Coca-Cola's own pure deliciousness as the picture of a beautiful, sweet, whole-some, womanly woman.

Demand the genuine by full name—  
nobody encourages substitution.

## Current Events

IN WOMAN'S SPHERE

BOTH PHONES 1958

KATE FRIEND, Editor

### THE WOMEN'S CALENDAR FOR THIS FRIDAY

Weekly dinner and dance, Huaco club; 7 o'clock. Columbus Street Baptist church; 4 o'clock.

Auxiliary Number Four, First Baptist church, meets with Mrs. S. C. Tabb, 1018 South Fifth street; 4 o'clock.

Auxiliary Columbus Street Baptist church, meets; 4 o'clock.

Girls' Bridge club plays with Miss Frances Hayes, Eleventh and Jefferson; 10 o'clock.

Langdon Luedde is dinner host, Huaco club, for the Misses Weber of Texarkana; 7 o'clock.

Austin Avenue Missionary society meets with Mrs. M. W. Stanford, 1206 North Fifteenth street; 4:30 o'clock.

### MISSIONARY SOCIETY MEETS THIS AFTERNOON

The session of the Austin Avenue Missionary society with Mrs. Stanford this afternoon will follow the subject of Brazil with Mrs. J. M. Hale the leader. The social hour will follow. As the society is not holding regular weekly sessions during summer, it is hoped that every member who is in the city may find it convenient to be present this afternoon.

### MRS. F. B. DENISON FOR MISS HATTIE KEITH

Mrs. Hattie Keith, now of Wharton, is visiting among her old home relatives and neighbors. In order that she might meet these all together, Mrs. F. B. Denison provided for an afternoon porch game of forty-two. The prairie flowers, the blue bells, which are growing in such perfection out on the Robinson estate, were gathered in quantity and bowled about the tables in the prize feature. Mrs. Guy Daugherty and Mrs. John Pluto were the winners. This proved one of the social events of suburban society for this mid-July. Several visitors within the homes were introduced among the guests.

### MRS. F. A. WINCHELL ENJOYS NEW PORCH

It is not the subject of society comment for a woman to enjoy the new porch in her home. Many have this, but all do not have with this same porch the remainder of twenty friends, each the donor of a rustic basket or a growing plant. The addition to the F. A. Winchell home, Seventeen and Franklin, was remarked by friends of Mrs. Winchell at the time Miss Ruth Looney of Alabama was a guest in this home. These two circumstances occasion for the call of twenty friends, each with some pretty piece of growing foliage, and her fancy work. Refreshments, the genuine surprise of a jolly good time thus became the christening ceremony for this porch.

### COTTON PALACE BABY SHOW IS NOW UNDER DISCUSSION

Mrs. W. O. Wilkes, Miss Roberta Wright and Clarence Cox have held conference already looking towards enlargement of the Baby Show which has proved so popular with the Cotton Palace for two seasons past. Real no one feature of the exposition has attracted larger audiences of increased greater interest. Mrs. Wilkes general chairman of the women's department, Mr. Cox representing the manufacturers, and Miss Wright as special chairman of the Baby Show, are outlining their plan. Of course details are not yet reached, but it is definite that the Better Baby contest will be included this year. The idea is, that entries and examinations will continue for the first week of the exposition. Rules for entries, places and all such are yet to come. The Baby Show feature will be the public announcement of the prize winning babies and the baby parade. Miss Wright has quite a strong committee, sponsor to this. It is expected that babies from all parts of McLennan county, perhaps from adjacent counties, will be entered.

The man who can find the time to accept an invitation is the man who can find time to observe the amenities. It does happen that the married man has received an invitation, and the wife is supposed to be more strict in attention to social obligations. But that is neither here nor there. An invitation implies a special courtesy, and the well bred man will so receive. Society is mutual courtesy. Men who essay social life are expected to know what the amenities are and to observe them. Waco has reputation for pure, refined social life, behooves the men as well as the women to sustain this. And, appearing by invitation, then failing to so much as speak to host and hostess, is far short of this sustenance.

### Society Notes

So popular has the appealing play, "Peg o' My Heart," become, we note it as name of social clubs.

The absence of Mrs. William McGregor, who has been at Haskell for several weeks, will continue until the school term causes the return home.

We are ashamed to come right out and say it, but, the Wacoans seem to have gone back on their Dixie colors when it comes to patronage of the bald grass plot.

What did we ever do without the vincas and its generous bloom, when midsummer heat arrests all else! And what but the vincas can supply the bald grass plot?

Baby shows and baby parades are taking the day at the seaside and mountain resorts. Why not one for the green out at the Huaco club one of the Women's Days?

Following her visit with her sister, Mrs. Arthur Slaton, near Chicago, Miss Zoa Fitzhugh is now in Burlington, Wisconsin, the guest of her companion in European travel.

Mrs. J. M. Hale and Mrs. W. O. Wilkes are determined to give a great pageant for Children's Day at the Cotton Palace. Look out for the best yet from Waco's little folks.

The first greetings from Miss Greta Williams since going to Colorado leave her from picturesque Estes Park. She speaks particularly of the bracing ozone and the charm of Colorado coolness.

A suburban note finds Mrs. Ralph Conner out at China Springs hostess to her sister, Mrs. G. H. Parker of Wichita, Kansas. Mrs. Parker expects to remain with Mrs. Conner until September.

The Buffalo papers, in society notes, make frequent mention of the presence of Mrs. Flora Cameron there. Mrs. Cameron has been honored in some beautiful affairs, and as well as guest at many more.

Mrs. William Smith, formerly Miss Healy of Corsicana, is now a member of one of the Edmond cottages, Fourteenth and Morrow. Mrs. Smith is at present in Corsicana, but is due at home with the last of this week.

The Mormons, Rhoda McClain and Laura Cornish are now in Los Angeles.

They sent greeting to home friends from Salt Lake City where they had just heard the wonderful organ in that wonderful building, the Mormon Tabernacle.

On Tuesday, the E. E. Fitzhugh home Sixteenth and West, closes. Mr.

## Thrifty Women's Friday

### Today We Expect a Whole Day's Business in Five Hours

The store is open just five hours today—from 8 to 1 o'clock. But with the extraordinary offerings that will be on sale during those five hours, it will be a big day at that. Come early for best selections from these rich pickings.

**\$5 New Dress Skirts—Values up to \$10.00 for \$5**  
Splendid assortment of Women's Dress Skirts, in latest Mid-summer styles, and in all new materials, including Serges, Wool Poplins, Chudahs and Silk Taffetas; all regular and extra sizes. A Wonderful Bargain for Friday.

New Fancy Dotted Swiss and Crepe Kimonos—Regular \$2.50... \$1.98 | Crepe and Lawn Dressing Sacques—Regular 75c to \$1.25. Friday... 49c

**\$1 Women's Summer Waists... \$1**  
In Oak or stained Early English finish; 4 feet long and very comfortable. This shipment arrived late, and will be sacrificed to close out. Second Floor.

**\$1 Hand Bags for 49c**  
Women's Hand Bags, all new styles. Sterling Silver and Jet Hat Pins, card of two, regular 50c... 25c New Jap Fans, worth 15c each... 8c

**50c Pillow Tops 19c**  
Linen and Rapp Pillow Tops and Scarfs, pretty designs.

**50c Porch Swings \$2.95**  
In Oak or stained Early English finish; 4 feet long and very comfortable. This shipment arrived late, and will be sacrificed to close out. Second Floor.

**12 Yds Pajama Checks \$1**  
36 inches wide, regular 10c yard. Special bargain for Friday.

White Crinkled Crepe—Or Plisse Crepe; fine for Underwear; regular 12 1/2c yard... 10c



*Mrs. Thrifty*

Says: "See these Bargains in Women's Shoes On Sale This Morning Only."

\$3.50 and \$4.00 Street Pumps—

Patent and Dull Kid; bow on vamp; choice of big assortments... \$1.85

Small Lot of Misses' Pumps and Button Oxfords—Patent and dull calf, sizes 2 to 4 and few smaller; regular \$2.50. Extra special \$1.45

We Close At  
1 O'clock  
This P. M.

**THE GOLDSTEIN-MIGEL CO.**  
"WACO'S GREATEST DEPARTMENT STORE"

## ALWAYS PLEASED—

That's how we keep our customers. By pleasing them we add new ones. Our meats are always the best to be had.

During these hot days know your meat market. Become acquainted with the man you are dealing with. Get the best the market affords, but pay cash and get it for less. Become a customer of the

**SANITARY MEAT MARKET**  
J. R. BERTRAND, MGR.

Corner 8th and Franklin. Phone 1648. Hot Barbecue Every Day PAY CASH—GET IT FOR LESS.

**Y. M. C. A. Meeting to be Held Sunday**

Another of the series of services being conducted in the various churches of the city by the Young Men's Christian association gospel team will be held in the East Waco Baptist church Sunday night. Speakers will be George W. Marcus, T. M. Gribble and F. A. Winchell.

The second of the series of Sunday afternoon meetings at the Crystal theater will be held next Sunday at 4 o'clock. District Judge Tom L. McCullough will be the speaker. All men of the city are invited to attend the Sunday afternoon meetings at the Crystal. Interesting speakers will be heard at each service, holding to the Y. M. C. A. rule of brevity. Meetings, music and all, will last only half an hour.

**HORSESHEOING \$1 CASH.**  
J. F. Hopkins Carriage Shop, 214-18 South Fifth Street. The largest and best equipped shop in Texas. (Adv.)

**Coryell Bridges Completed.**  
Coryell, July 15.—The contractors who had the contract to erect five new steel bridges in this county completed the last one yesterday. The butments are to be built by men in the county and was not part of the contractor's job. The approaches are being built. Three of the bridges are on the Cow House and two on Coryell creek.

**Children Cry FOR FLETCHER'S CASTORIA**



Furniture That Will Harmonize With Your Home

**"COSTS NO MORE"**

We will build to your order any kind of Furniture that you may require or if you have any special designs we will copy them. Have your home individualized. Also will build your mantles or interior wood work.

**Waco Cabinet & Furniture Company**

NEW PHONE 2372

622 WEBSTER ST.

## Correspondence Cards

for short notes. Few people use a sheet of paper writing short notes nowadays—the correspondence card is the proper way. We have a fine correspondence card, neatly initialed in gold, a good snapety stock which is proving very popular, which we have made at an attractive price of 25 cents per box; 24 cards and 24 envelopes.

The Great Rexall Store.

**MORRISON'S "OLD CORNER"**

The Biggest and the Best in Texas.

Jenkins EY-OLE Cures Red Sore Eyes, Relieves Eye Strain, Improves Vision. Guaranteed. For sale by all druggists.

Let us send you a carpenter to figure on that repair job. Phones 60, Brazelton, Pryor & Co.—(Adv.)

## WACO MORNING NEWS

## THE Y. M. B. L.'S SUCCESS.

Published every morning by the Southern Publishing Company.  
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MEMBER ASSOCIATED PRESS.

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AUDIT BUREAU OF CIRCULATION.

Members or  
Terms of Subscription.

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By carrier in city of Waco per month		.75

Notice to Subscribers.

Delivery of the Waco Morning News is in the hands of independent carriers, who buy their papers at wholesale prices. Subscription accounts are due them, not the Waco Morning News. The usual heavy bond now is to give the best delivery service, but to pay for their papers each month. Their remuneration is the difference between the wholesale price and the retail price which they charge. The subscriber's claim of profit is such that they cannot afford to extend credit, except month by month. They are not required, and they are advised against, delivering the paper to anyone who does not pay in advance upon the above subscription terms. These carriers are all earnest, hard working men and they will appreciate any courtesy shown them.

The Morning News should be delivered throughout the city of Waco by 6:30 a.m., and subscribers failing to receive the paper at that time will confer a favor by phoning the Circulation Department, phone 1132, and a copy will be sent by special messenger.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Morning News will be gladly corrected upon its being brought to the attention of the management.

## GOVERNMENT MARKET SERVICE.

In the hope of preventing glutted markets and other waste resulting from improper distribution the office of markets and rural organization of the federal department of agriculture has established a telegraphic market news service which promises to be very valuable to those producing sections where the particular articles in question are produced. At the present time this service is paying particular attention to peaches and cantaloupes, the dominant fruit and truck on the market just at this time.

Telegrams are received at the Washington office every morning from every railroad handling peaches and cantaloupes, giving the number of cars of each commodity shipped the previous day from all the important shipping points. Daily telegrams are received, also, from correspondents at shipping points giving prevailing prices, quality and general condition of the crop and the weather, while from the correspondents at the principal market centers daily telegraphic information is received regarding the receipts, selling prices, demand, quality and condition of the fruit and other important market news. All the essential information involved in these various telegraphic advices will be condensed in the form of a brief market news and furnished free to any grower, shipper, co-operative association, produce dealer, transportation officials or any one else who is interested in the markets and is willing to pay the telegraph tolls on the reports. Inasmuch as the average man interested in the reports will be unable to pay for them, the department is seeking to enlist the newspapers in the producing sections in carrying the market reports on the condition that the papers pay the telegraph tolls.

It is believed by the marketing bureau that the wide dissemination of market information will tend to give greater stability to the markets, decreasing speculation as it will, and will result in larger returns and greater prosperity for the producer and shipper and more regular supplies for the consumer.

We believe this undertaking on the part of the bureau of markets will result in great benefit to the producers and as the service is extended to other farm products in their season it will prove an exceedingly valuable aid. We have contended all along that the government ought to do as much for the producer in furnishing him information on the demand for his produce, notably cotton and grain, as it does for the consumer in telling him in advance, as accurately as it is possible to do, what the probable yield will be. And the inauguration of this market news service appears to be a step in that direction.

Postmaster General Burleson is nothing if not obliging. He has just ordered the size of parcels that can be carried by parcel post increased so as to make possible the shipping of fruits and berries by this means. It may work a little hardship on the carriers, but it will be great for the country man who has stuff to sell, and to the town man who wants to buy his fruits direct from the producer.

Our congratulations to Worth Bagley, the China Springs youngster who had enough enterprise to kill 27 rabbits and claim the bounty on their scalps. He was paid the modest sum of five cents per pair for the ears of the rabbits by the commissioners' court and has invested that sum in ammunition for killing more rabbits. It appears that this youngster may develop into a capitalist some day.

## URGES ENFORCEMENT OF WAREHOUSE LAW

DABNEY WHITE TELLS GINNERS SUCH ACTION WILL RESULT IN APPEAL.

## LARGE ATTENDANCE HERE

Visitors Entertained by Barbecue, Smoker and Cabaret at Cotton Palace—Officers Elected.

A rigid enforcement of the provisions of the state permanent warehouse law will result in arousing such opposition among the farmers of the state that the repeal of the law will be demanded of the state legislature.

Mr. White, of Tyler, was the statement of Dabney White of Tyler, prominent gin man who has led the fight of the Texas ginnings against the law, in an address delivered at the afternoon session of the Central Texas Ginnings' association yesterday.

J. S. Griffis, president of the Farmers' union of Ellis county, made the statement that the Farmers' union was responsible for the passage of the law, action of the special session of the legislature being taken upon their request.

That the cotton producing farmers of West and East Texas were the members who forced the vote of the union. Action of these members was declared by Mr. Griffis to be explained by their lack of personal interest, and the insidious campaign carried on by speculators and others, who alone, he declared, are benefited by the new law.

Mr. Griffis urged the ginnings to refuse to obey the law, declaring that no state warehouse commission, composed almost entirely of farmers and members of the Farmers' union, Mr. White counseled thorough obedience to the law, and an appeal to the legislature in November as the quickest and most practicable method of relief. "Enforce all the provisions of sampling, packing, etc." said Mr. White, "and keep a petition for repeal at your weighing platform. Every farmer who has a bale ginned and has to sign with the law will sign the petition, and the legislature will be compelled to give ear. This course will afford quicker and less expensive the relief we want than could be done by violating the law and carrying a test case through the courts."

Mr. White announced that an opinion on the constitutionality of the warehouse law had been received by Senator Chilton, employed by authority of the State Ginnings' association that met in Dallas several weeks ago, and that Senator Chilton was confident that the law could be proved unconstitutional and carrying it through the courts. He, however, advised the appeal to the legislature in November as the most expeditious course, and the more satisfactory.

The morning session yesterday was taken up chiefly with addresses of welcome and response. Rev. F. P. Culver, pastor of the Austin Avenue Methodist church, delivered the invocation. The address of welcome on behalf of the city was delivered by Mayor J. W. Riggins, response being made by Judge Tom L. McCullough, substituting for his brother Ed, Mr. McCullough could not be present. An address on behalf of the business men of the city was delivered by President Harry M. Baine of the Chamber of Commerce. W. C. Lawson, president of the Texas Cotton association, on the program for an address on the effect of the permanent warehouse law on the cotton market, was unable to be present at the morning session.

The Business Man.

Mr. Baine in following the address of Mayor Riggins and Judge McCullough, said that they had "gummed the show." He said he was not an orator but posed as a business man, and had brought along the mayor and Judge McCullough to do the entertaining, while he gave them a little talk on his assigned subject, "The Business Man." Mr. Baine accused Mr. Riggins of stealing a speech in that Riggins discussed everything in his speech from business, prohibition and politics to hotel building. Mr. Baine also said that the judge as usual dwelt so long on "beautiful woman" that as a result of his eloquence the fair sex the audience was not then in a frame of mind to appreciate a further difference where installed about 8c a head.

Dabney White Speaks.

Introduced by President Quinins as the man who had championed the interests of the farmers and ginnings of the state in opposing the permanent warehouse law, Mr. White was greeted with applause as he spoke to explain the features of the warehouse law. Mr. White stated that he would be glad to answer any questions that might be propounded by any of the members concerning the law as he saw it. History of the agitation and opposition that came before the passage of the permanent law was detailed by Mr. White. He said the law was submitted to the state ginnings' association before the emergency warehouse law was passed by the special legislature, and was turned down. The legislatures turned it down also. The legislatures turned it down again.

The emergency law he declared to be equitable and of good effect, stating that the great mistake of the legislature was not in making permanent the emergency measure instead of passing the present law.

When he took up the fight for the repeal of the law, he said, the law was submitted to the state ginnings' association before the emergency warehouse law was passed by the special legislature, and was turned down again.

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# CRIPPEN & SONS SPECIALS

Vegetables and Fruits of all kinds. Coldest Melons in town. You can pick your Melon out of the vault.

Dressed Fryers and Hens.

Best Beef, Pork, Mutton and Veal to be had.

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8th and Franklin, Phones 1178.

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## WE ARE QUITE READY



WM. CAMERON & CO., Agents.

## URGES ENFORCEMENT OF WAREHOUSE LAW

CONTINUED FROM PAGE FOUR.

Chase, Whitney; E. D. Tonnesen; Whitney; C. W. Pfleider, Copeland; J. R. Whitney, Hubbard Oil mill; J. W. Mansfield, Hubbard Oil mill; N. F. Gillepsie, Mart; Anton Foyt, West; J. B. Smith, Whitney; J. P. Mabry, Morgan; W. Killingsworth, Prairieland; R. Mason, Waco, Texas Gin Co.; R. D. Carter, R. H. Erdridge, Penelope; A. B. Cross, Mart; E. T. Richey, Wm. A. Achachie, Mart; Billings, Leroy; Davis, Coediger; C. Dees, Billings; O. Solberg, O. C. Solberg, J. N. Solberg, Clifton; J. B. Little, String; N. P. Wallace, Clifton; C. Simek, Seaton; R. B. Vanhook, Waco, Magnolia Pet. Co.; H. McCarter, Italy; J. P. Bean, String; W. D. Lacy, Waco, Laundry; K. H. Howard, Dallas, Texas Power & Light Co.; G. J. Leroy, C. Faudi, Riesel; S. H. Dunham, Bryan; Geo. J. Johnson, Houston; G. H. Sims, J. B. Majors, Dawson; J. B. Verne, Jonah; P. N. Nelson, Hutto; W. M. Langston, Bartlett; W. E. Moody, Waco, Clark & Courts; W. B. Stewart, Morgan; N. J. Alford, Speegleville; W. R. Berry, Salado; D. Hambright, Walnut Springs; A. B. Ewing, Oceee; J. C. Kling, Kosse; J. W. Redden, Leroy; M. R. Box, Kosse, O. W. Schram, Hoen; J. B. Bushnell, Riesel; E. S. Farley, Waco, Gullett Gin Co.; C. D. Mullins, Riesel; F. W. Reinke, Morris; Guy Barringer, Riesel; R. McHarris, Hoen; J. Blackwell, Rosedale; Harry Jones' great play, "The Middleman." This five part picture drama will be shown at the Cozy today and tomorrow.

Renter, Martin; Joe Maleck, Genaville; F. Voklin, Rosebud; A. L. Pitman, W. Newman, Martin; A. B. Boyd, J. W. Newell, Mount Calm; J. W. Posey, N. Brookside; C. L. Wiesbach, Wiesbach, Riesel; W. V. Hartis, M. G. Wills, Aquila; F. B. Lamb, Oglesby; H. M. Lamb, Mound; W. T. Thompson, Huber, W. T. Thompson, Huber, J. D. Parker, Leroy; J. D. Long, Elm Mott; E. H. Frazer, Leroy; J. M. Oliver, Prairieland; N. M. Duncan, Dawson; W. N. Reiche, Levee; C. W. Rogers, West; C. J. McRae, Waco; J. Gobea, Matlock; J. O. Goch, Malone; H. B. Culpepper, China Springs; S. T. Christian, West; C. Robinson, Hillsboro; J. V. Milson, Hillsboro; E. Osborn, J. C. Jackson, Cochran Brothers, Dallas; R. P. Grinnell, C. W. Acres, J. H. Mullough, Dawson; W. W. Moore, Speegleville; Clem Howard, C. C. Acres, Dawson; J. C. Cornett, Waco; J. A. Hill, Hillsboro; G. C. Campbell, Waco; Theodore Heyck, Houston; L. M. Chandler, Grandview; P. W. Plunket, Greenville; W. J. Buchanan, Itasca; Clarence Martin, Fort Worth; G. L. Spencer, Reiche, A. M. Michel, Penelope; S. H. Turner, Lott, R. L. Gatesville; N. Satner, J. F. Fenzel, Riesel; W. R. Wells, J. W. McGregor, T. H. Knight, Moore; G. A. Clark, Waco; T. S. Bachelder, Z. Adkins, S. W. Bugge, Groves, H. B. Banks, H. Marcy, Barth; D. M. Lawrence, Dawson; G. R. Galloway, Mt. Calm; H. T. Grantham, Speegleville; O. R. Britton, Waco; R. Strand, Rosebud; J. W. Brannon, W. M. Marley, O. W. Beckon, Mart; John Santner, Otto T. H. Turner, John Santner, Otto Spitzer, J. H. Claybrook, F. Fedra, Perry; W. D. Newman, Smith, Crawford; F. C. Smith, Rosebud; H. C. Schrunk, T. A. Schrunk, F. W. Schrunk, Astelman; J. A. Clegg, W. C. Tamm, W. F. Fuller, Hoen; O. W. Sacey, Leroy; C. V. Bolton, W. J. Lawrence, Dawson; H. Pothoff, Otto; W. H. Smith, Perry; J. A. Ziegler, Otto; John D. Davis, H. A. Biles, Otto; Gus Lehmann, Riesel; R. B. Strickland, Fowler; Lehl Lewman, Riesel; A. T. Kunbel, Martin; W. Hoferkamp, W. M. Mayer, Riesel; C. W. Kitching, Otto; C. B. Tracy, W. M. Schinner, Riesel; J. Keft, Dawson; J. V. Matsen, Hubbard; T. F. Glass, Martin; J. A. Bailey, Lott, H. Wunderlich, Waco; P. Barrington, Otto, Barrington, Dawson; J. T. Price, Dutton, J. L. Waggoner, Ed Biggs, Orangeville; J. Bigler, Rogers; T. N. McCrary, Patrick; F. R. Anderson, Moody; W. E. Alexander, McGregor; M. C. Christian, Elm Mott.

### PERSONAL MENTION.

W. Roy Christian of West was in the city last night.

J. B. Morrow of Dallas was here yesterday.

Mrs. W. Green and son have gone to Galveston for a few days.

Postmaster Stanbury of Rosebud was a Waco visitor yesterday.

E. S. Morgan was in the railroad offices here yesterday from his Dallas headquarters.

L. B. Smith and son have left on a pleasure trip to Niagara Falls by way of Chicago.

Manager, T. W. Miller of the Graham-Jarrell store, went to Dallas yesterday on business.

J. D. Lovelace and family of South Bosque are among the summer tourists to the western slope.

H. Y. Williams, traveling passenger agent of the Santa Fe, was here yesterday from his Temple offices.

J. F. Davis from the West Point Military academy is at home on furlough. He is up from Austin for a visit with his sister, Mrs. R. J. Potts.

J. H. Hutcherson, who has been ill at Providence sanitarium, has so much recovered as to be taken back to his home on North Twelfth street.

Rev. Ashley C. Chappell of the First Methodist church of Hillsboro, formerly pastor of the Fifth Street Methodist church here, is suffering from a nervous breakdown.

Capt. E. H. (Humey) Smith of the Texas rangers, and Mrs. Smith are here from Austin to spend a few days visiting friends. Capt. Smith was formerly Deputy constable.

C. W. White left yesterday for Grand Canyon, where he will meet his family who made the trip by auto and from there the party will go on to San Diego and San Francisco.

## FORT WORTH WINS SHERIFFS' MEETING

CONVENTION JUST CLOSED IN  
WACO DECLARED ONE OF  
BEST IN HISTORY.

### GOVERNOR FERGUSON SPEAKS

Sheriff Fleming Runs Close Race for  
Vice President, Lampasas Man  
Finally Being Elected.

Fort Worth was unanimously chosen as the next meeting place for the Sheriffs' Association of Texas yesterday afternoon. Temple withdrawing an asking for the 1917 meeting. Sheriff J. J. Perry of Hempstead, vice president, was unanimously elected president in accordance with the custom of the organization, and Sheriff A. R. Maece of Lampasas was elected vice president, after a spirited contest.

"We had too good a time," was the only objection any of the sheriffs could find to their treatment here. "There was so much doing that we didn't have time for business" was the way one of them put it. But they all went away singing the praises of Waco.

The third and last day of the convention was an eventful one. Governor James E. Ferguson Representative Will T. Bagby of Lavaca county, State Comptroller H. B. Terrell and Representative Bruce Bryan of Haskell county all made short addresses. W. H. Evans and W. M. Newton, special representatives of the Worrell Manufacturing company of St. Louis, were among the most popular men at the convention. One reason is that they were both jolly fellows. Another reason is that some of the handsomest and most acceptable souvenirs ever distributed here were given out by them.

Each man present was given a handsome aluminum drinking cup in a leather case and a pocket knife in a chamois-skin case. To the ladies were given beautiful little gilt-backed vanity books, containing mirror, a pencil and a pad of note paper.

#### Governor Ferguson Speaks.

Governor Ferguson said that the sheriffs' association was a "good trust." He spoke of how the sheriffs had succeeded in cutting down the amount of law-breaking and of the excellent work they were doing in helping in the capture and conviction of criminals. Governor Ferguson paid a high tribute to the "Buy it in Texas" movement and said that he believed it was but the beginning of a new era of prosperity.

Mr. Bagby was introduced as a friend of the sheriffs and spoke briefly on the idea that the peace officers were getting too much money. He said he believed such an idea was a mistake, but that he believed the salaries should be kept as high as possible so that as good and as possible could afford to hold the office. Sheriffs were poorly paid, he said, in all but a few counties. Mr. Bagby was made an honorary member of the association by a unanimous rising vote.

Mr. Terrell told how deficiency warrants were issued, explaining why, and declared that he did not believe any would be needed at the end of Governor Ferguson's administration. It was also decided by Mr. Terrell that Sunday laws were being openly violated, as to the selling of soda water, although the saloons were forced to close.

#### Fort Worth Wins Out.

At the opening of the afternoon session it was voted to pay \$100 attorney fee out of the association funds for a lawyer who defended Sheriff C. W. Carlisle of Liberty county on a murder charge, the sheriff being acquitted.

Nominations were then called for the next meeting place. J. M. Carroll of Temple, president of the Young Men's Business League of that city, nominated Temple. The nomination was carried.

Temple, however, said that it was the desire of the members of the association that the meeting be held in Waco. Governor Ferguson, and the people of Temple were anxious to have the sheriffs meet with them.

Sheriff N. C. Mann of Tarrant county placed Fort Worth in nomination and Miss Lydia M. Kirk, the secretary, read a number of telegrams of nomination from the Panther Club, Joe Hines, special representative of the Fort Worth Chamber of Commerce, made a flowery speech of invitation, saying that Fort Worth had everything that any other town had except the name.

John T. Land of Temple rose, apparently to second the nomination of Temple.

After telling what a fine place the city was, he said that the competition was very keen.

He then said that he had been invited to speak at the meeting, and that he had accepted.

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**Real Service**  
VIA  
  
TO  
**DALLAS**

**I. & G. N.**

Special account Cotton Carnival and Exposition.

**GALVESTON Round Trip \$4.90**

On sale Saturday, July 24.

Train leaves 10:10 p.m.

Corpus Christi and return \$10.30

Galveston and return \$8.00

On sale every Friday, limit ten days.

Standard Pullman sleeping service, Waco, Austin and San Antonio. Open 9 p.m.

City Offices 110 South 4th St.

J. W. BYARS, D. F. &amp; P. A.

Phones 922.

**Summer Tourist Tickets**

NEW YORK, N. Y., And Return—All \$59.50

NEW YORK, N. Y., And Return, Water and Rail \$80.00

PHILADELPHIA, PA., And Return \$55.00

ATLANTIC CITY, N. J., And Return \$57.75

SAN FRANCISCO, CAL., And Return \$52.50

All tickets selling daily. Choice of routes. Cleanest and most comfortable service. Oil burning locomotives. Dining and Observation Cars.

TICKET OFFICE  
112 S. 4th St.**Summer Tourists**

Via



Commencing June 1, Limited to Oct. 31, 1915

We will sell summer tourist tickets to points in Southeast, East and other points. Liberal stopovers.

W. GILLESPIE  
C. P. and T. A.

S. A. C. A. P. S. A. &amp; A. P.

**Gulf Coast Resorts**

Best Reached via the

**S. A. & A. P. Railway**

Round Trip Rates from Waco are as follows:

Corpus Christi \$12.65

Aransas Pass \$12.65

Rockport \$13.06

Brownsville (Via Sinton) \$18.05

Brownsville (Via Corpus Christi) \$18.05

Limit 90 Days.

**SOUTHERN WELDING CO.**

Successors to

**THE WACO WELDING CO.**

Can weld anything under the sun but a broken heart or the break of day.

229 FRANKLIN STREET  
Old Phone 1522.**Standard Hat Works**

High-class remodeling, blocking and cleaning.

119 N. 5th St. New Phone 872.

**MARKET REPORT****COTTON**

New York, July 15.—The cotton market was very quiet today and fluctuations within a range of 7 or 8 points, with the close steady at a net advance of 1 to 3 points.

Liverpool was lower than due, and the local market opened at a decline of 1 point, but quickly rallied on the improved tone of the stock market, a more active Wall Street news of international politics, a little Wall street buying and a renewal of scattered covering. The bales carried prices about 4 points above last night's close, but the continued good weather in the south checked fresh buying in the market and the market soon eased off in sympathy with a decline in New Orleans.

There was some southern selling, as well as local realization on the setback, which carried prices some 3 to 5 points lower, but offerings were limited and a rally in New Orleans was followed by renewed steadiness here.

Closing prices were within 2 or 3 points of the best.

There were some complaints of shedding from eastern sections of the belt, and continued drought was reported in Southern Texas.

Private cables reported a very small market in Liverpool and many took the lead in the local market as indicating scattering accounts had pretty well evened up.

Exports today \$384 bales; so far this season 8,218,841; port receipts 5555; United States port stocks \$30,888.

New Orleans, July 15.—Small declines and gains were made by cotton today, the market being at a standstill most of the time. The close was at a net rise of 3 to 4 points, which was probably the highest of the day. The supply of contracts was not liberal, especially late in the session, but at the same time there was little special buying of any character.

Weather conditions over the belt continued favorable and the map caused some selling. During the morning, the trading months were sent 7 points under yesterday's close, but in the afternoon this decline was regained.

What steadiness the market had was due chiefly to reports of improvement in the spot demand. Spot brokers stated that Russia especially was taking an interest in the market.

Kansas City.

Galveston, July 15.—Cotton middling 8.50c; receipts 1893; sales 181; stock 128.04c.

Liverpool.

Liverpool, July 15.—Cotton spot was steady. Good middling 5.45; Middling 5.15; Low middling 4.69. Sales 12,000; for speculation and export 2500; receipts 1000 bales.

FUTURE.

Liverpool.

Liverpool, July 15.—Cotton futures were quiet today at the close:

July-August . . . . . 4.99

August-September . . . . . 4.99

September-October . . . . . 5.11

October-November . . . . . 5.16

November-December . . . . . 5.22

December-January . . . . . 5.25

January-February . . . . . 5.22

February-March . . . . . 5.32

March-April . . . . . 5.38

April-May . . . . . 5.41

May-June . . . . . 5.44

June-July . . . . . 5.47

July-August . . . . . 5.47

WHEAT

Chicago, July 15.—Somewhat reassuring developments about the black rust danger in the spring crop belt did a great deal to cause a setback today in the price of wheat. The market closed nervous 3¢ 1/2c under last night. Corn lost 3¢ 1/4c net, oats finished 1/4c off to 8¢ 1/2c. Wheat showed gains of 2 1/2c to 25¢ 27 1/2c.

Although black rust reports came from a number of new points in the northwest, traders seemed to be chiefly impressed by the lesser amount of any actual damage had been done. In this connection a high authority went on record with the opinion that there was no more of the plague this year than usual.

The leaders therefore took profits and showed a special vigor in doing so, on a rather sharp upturn of the market about midday.

Corn dragged more or less all day, owing to favorable crop news. Hot weather seemed to be the chief reason. In the oats crooked shorts trying to cover ran up the price of the July delivery. The later options, though, fluctuated with other grain.

Highest prices for hogs carried prominent upgrade. Besides, an improvement was reported in the demand for cured meats.

Futures ranged as follows:

Wheat—Open, High, Low, Close.

July . . . . . 11 1/2c 11 1/4c 11 1/4c 11 1/2c

Sept. . . . . 10 1/2c 10 1/4c 10 1/4c 10 1/2c

Dec. . . . . 11 1/2c 11 1/4c 11 1/4c 11 1/2c

Corn—

July . . . . . 77 1/2c 77 1/2c 76 1/2c 76 1/2c

Sept. . . . . 73 1/2c 73 1/2c 72 1/2c 72 1/2c

Dec. . . . . 40 1/2c 40 1/2c 39 1/2c 39 1/2c

Pork—

July . . . . . 15 1/2c 15 1/4c 15 1/4c 15 1/2c

Sept. . . . . 15 1/2c 15 1/4c 15 1/4c 15 1/2c

Lard—

July . . . . . 8 25c 8 30c 8 30c 8 30c

Sept. . . . . 8 37c 8 45c 8 35c 8 42c

Rib—

Sept. . . . . 10.00 10.17 10.00 17.07

CASH GRAIN.

Chicago, July 15.—Wheat—No. 2 red nominal; No. 2 hard nominal.

Corn—No. 2 yellow 75 1/2c 74 1/2c.

Oats—Standard 55 1/2c 54 1/2c.

Barley 73 1/2c 73c.

Kansas City.

Kansas City, July 15.—Wheat—No. 2 hard \$1.31 1/2c, No. 2 red \$1.25 1/2c.

Corn—No. 2 mixed 75 1/2c 76c, No. 2 white 77c.

Oats—No. 2 white 52 1/2c, No. 2 mixed 50c.

St. Louis.

St. Louis, July 15.—Wheat—No. 2 red \$1.26 1/2c, No. 2 hard \$1.24 1/2c.

Corn—No. 2 yellow 75 1/2c 74 1/2c.

Oats—No. 2 white 54 1/2c.

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## ECHOES OF CHICAGO AT AD CLUB MEETING

W. V. CRAWFORD READS INTERESTING ADDRESS ON RETAIL DEPARTMENT.

## DIRECTORS HOLD CONFERENCE

President Harman Appoints Educational Committee, Continuing J. W. Carlin as Chairman.

Careful study shows that about 2% per cent of gross receipts is the approximate amount that should be expended for advertising by the average retail establishment according to figures read to the Waco Ad Club last night, as given at the national convention at Chicago by one of the leading advertising men of the country. Mr. Crawford's address was on the retail advertising department of the big convention and it was listened to with a great deal of interest.

The regular luncheon of the club was held at the Y. M. C. A. last night, after which J. W. Carlin, chairman of the educational committee, introduced Mr. Crawford. After the address concluded, Mr. Carlin supplemented it with a few ideas he had gathered from the convention, and both Mr. Crawford and Mr. Carlin answered a number of questions.

Among the mottoes used in Chicago which appealed to Mr. Carlin were "Advertising is the speech of business; Advertising is not to sell goods, but to enable people to intelligently buy goods; what it does is all that should mean just what it does in the advertising." Much of goods blouses unmen due to lack of advertising until it comes out on the bargain counter. Bargain hunters drift from store to store, wherever the bait is, and do not stick like regular customers."

Mr. Carlin told about a store in the central west where figures had been compiled and 2½ per cent of gross receipts were used for advertising. Of this, 2 per cent went to the newspaper, the other 1½ per cent included everything else, including the advertising managers' salaries. The store does a business of \$6,000,000 a year, thus making the newspaper account \$60,000 a year.

### Directors Meet.

The directors held a session after the meeting and President C. B. Harman appointed as his educational committee J. W. Carlin, chairman; E. A. Miller, L. S. Henry, T. H. Jackson and E. C. Blomeyer. An effort was made to get as many kinds of advertisers represented on the committee as

## STOP! CALOMEL IS QUICKSILVER

IT'S MERCURY! ATTACKS THE BONES, SALIVATES AND MAKES YOU SICK.

There's no reason why a person should take sickening salivating calomel when 50 cents buys a large bottle of Dodson's Liver Tone—a perfect substitute for calomel.

It is a pleasant, vegetable liquid which will start your liver just as surely as calomel, but it doesn't make your sick and can not salivate.

Children and grown folks can take Dodson's Liver Tone, because it is perfectly harmless.

Calomel is a dangerous drug. It is mercury and very strong. Take a dose of nasty calomel today and you will feel weak, sick and nauseated tomorrow. Don't lose a day's work. Take a spoonful of Dodson's Liver Tone instead and you will wake up feeling great. No more billiousness, constipation, sluggishness, headache, coated tongue or sour stomach. Your druggist says if you don't find Dodson's Liver Tone acts better than horrible calomel your money is waiting for you.



## ATTENTION!

### Aetna Combination Automobile Policy

Automobile Fire Insurance \$5.00 Per Thousand  
Automobile Theft Insurance \$1.50 Per Thousand

We issue Fire and Theft Insurance at the above low rates, in our most complete Combination Policy.

An Aetna Contract Guaranteed by the Aetna Millions

Phone No. 650, New Phone, NOW, for our representative who will give full particulars regarding the Aetna Combination of "Full Automobile Protection," and the cash saving therein for you.

**E. W. Marshall & Co.**  
GENERAL INSURANCE

107 SOUTH FIFTH ST.

WACO, TEXAS.

## MRS. BEIDEL TELLS WOMEN

How Lydia E. Pinkham's Vegetable Compound Kept Her in Health for 14 Years.

Shippensburg, Pa.—"It was several years ago that I started taking Lydia E.

Pinkham's Vegetable Compound. I then suffered terribly every month. My husband bought me a bottle of it and it helped me right away. Then after my second child was born I had a female trouble very badly and I used Lydia E. Pinkham's Vegetable Compound and in a short time was cured and have been in excellent health since. I always praise the Compound whenever I have an opportunity as I know it helped me and will help others. Lately I have given the Compound to my daughter and I wish all suffering women would take it and be convinced of its worth."—Mrs. JAMES A. BEIDEL, 113 N. Penn Street, Shippensburg, Pa.

Lydia E. Pinkham's Vegetable Compound, made from native roots and herbs, contains no narcotic or harmful drugs, and to-day holds the record of being the most successful remedy for female ills we know of, and thousands of voluntary testimonials on file in the Pinkham laboratory at Lynn, Mass., seem to prove this fact.

If you have the slightest doubt that Lydia E. Pinkham's Vegetable Compound will help you, write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass., for advice. Your letter will be opened, read and answered by a woman, and held in strict confidence.

went into those meetings without being sure of what he was going to say and without having the stuff to back up what he did say, whether he held a high or low position in the advertising world, found that those men demanded truth in theory, in practice and in everything down to the smallest detail.

### Gross Receipt Plan.

Next on the program came L. R. Parsons of the Carson, Pirie Scott company of Chicago, and his subject was this "How Much Should the Retail Store Spend for Advertising?" He was anxious to have him base his appropriation, the amount of money that should be spent for advertising, on gross receipts, for I have long been of the opinion that this is the only way that you can get at this proposition.

I made an investigation some years ago along this line based on the big stores and the small stores throughout the country, and it was gratifying to me to know that the results of his research on this point fit in with mine. He agreed that the general reputation of the store was a factor, as related to whether or not it had changed its policy two or three times, and started with a principle and stuck to it.

He stated that he knew of stores that were purported to spend but one and one-half per cent of their entire gross receipts for advertising, and he stated that he knew of several stores whose yearly expense for advertising run as high as four per cent of their gross receipts. He stated that he did not, however, know of any store that spent less than one and a half per cent of their gross receipts for advertising that went very far in a business way. And on the other hand, there were few stores that lasted more than two or three years at one per cent.

A careful analysis of his findings brought out the fact that under general conditions with location and general store reputation taken into consideration that 2½ to 3 per cent of the gross receipts was the proper amount to spend for advertising. This, to my mind, is about as near as it is possible to figure the question out in a general way.

### Percentage Figures.

You can take from his argument enough facts to form a basis for your individual business. Conditions of the country, crop conditions and other general local conditions must enter into your study of this question, but generally speaking the figures for various lines as given out by Mr. Parsons and as agreed on to be about correct by those in attendance run on this order:

Silks and velvets 1½ per cent, dress goods 2 per cent, wash goods 1½ per cent, lace and embroidery 1 per cent, linens 1½ per cent, trimming 1 per cent, notions 1 per cent, clothing 1½ per cent, handkerchiefs 1¾ per cent, women's neckwear 1 per cent, gloves 1½ per cent, hosery 2 per cent, cotton knit underwear 2 per cent, silk knit underwear 3 per cent, parasols and umbrellas 2 per cent, jewelry 3 per cent, hair goods 4 per cent, leather goods 3 per cent, toilet goods 2 per cent, furniture 5 per cent, linens 1½ per cent, carpets-rugs 3 per cent, curtains 3 per cent, art needlework 1½ per cent, silverware 3 per cent, china and glassware 3 per cent, trucks and bags 4 per cent, house furnishings 4 per cent, books 2 per cent, women's and misses' suits 3 per cent, dresses 4 per cent, girls' apparel 3 per cent, women's and misses' coats 3 per cent, shoes 3 per cent, waists 3 per cent, separate skirts 3 per cent, millinery in season 3 per cent, petticoats 2½ per cent, lingerie 2½ per cent, negligees 3 per cent, infants' wear 2½ per cent, corsets 3 per cent, furs in season 3 per cent, men's clothing 5 per cent, boys' clothing 2 per cent, men's girdle 3 per cent, infants' wear 2½ per cent, men's hats 4 per cent; total average 2-3 per cent.

I have taken the trouble to give you the figures as presented at the Chicago meeting here because I consider them valuable information for every retailer, large or small. After the meeting it was my good fortune to have a talk with Mr. Parsons on this subject and to go into detail with him on several of these points, the benefit

of which talk I have given you above. Hours could be spent on the discussion of Mr. Parsons' talk and I hope to see the educational committee of the Waco Ad Club take up in detail the various points of the retail sessions, working them to the benefit of the members during the coming year. There is enough of it to keep this body busy for months to come.

### Style of Advertising.

The next talk was presented by W. R. Hotchkiss, a former Wanamaker store man and now in the advertising service business for himself. His subject was "How Should Retail Store Advertising?" or, the Style of Retail Advertising.

His first statement was that it was an inspiration to a man's highest mentality to feel that every effort that he makes to promote his business may bear the hallmark of truthfulness and honor. And those of us who are privileged to work for stores—and I say privileged because it is a great privilege to work for stores—should not all the time trying to put something by the public by untruthful and questionable methods—appropriate, or at least we ought to, to the force of these words. It is a great thing to feel that when you have written something about merchandise or about the store that you can look the customers in the face and feel that they believe in you and know that the store and the merchandise are up to what you have written. And Dean Keshler expresses it, that the goods are just a little more, something more, even, than which you have claimed for them. And Hotchkiss was right when he said that it has not always been so in some advertising.

Some have said that truth and honesty are not attainable in advertising, said Hotchkiss, but, he continued, we are producing believe it or not, advertising that is good, that is well done, by truthful methods. As he put it, those who attended the convention were there to learn how to develop more of the power that belongs to truth.

He pointed out the weaknesses of retail advertising in statements such as these. Much advertising of today lacks power and forcefulness. The continuous demand for increased sales has created advertising hysteria. The pressure on the advertising writer has been so great that he has lost his head. Price comparisons have become a matter of ridicule. Bargain screams have become a daily habit in sensational stores, and bargain offerings are running wild.

He pointed out that advertising news was the important factor just as daily news and happenings were important to the daily paper. He did not underestimate the value of the bargain in advertising, but he did emphasize the fact, and we all know he is right, that in at least half of the advertising of a store, price should be the last thing considered.

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